

GENERAL APPROACHES FOR IMPLEMENTATION

The studies that have preceded this report have developed physical plans for the downtown. The plans, if implemented properly are proposed to solve most of the physical and economic ills that plague the central area today. As in any illness the cure may be expensive; it may require long hours of care. Many people will either believe there is no illness or that there is no cure. Much the same situation will and does exist among the citizens of Rocky Mount. Rocky Mount is a thriving city and its downtown area reflects this, but the downtown area also reflects the problems that are common to almost every central or downtown area in every city in the country: large retailers are moving to fringe areas; buildings appear old and neglected; circulation and access streets for cars are congested; sidewalks are narrow and unattractive; and there is a critical shortage of convenient parking spaces. These circumstances must be remedied to provide a pleasant and convenient area to do business.

This report will attempt to answer some of the questions about the "who" and "how" of the actual physical rebuilding of the core area.

The "who" part of the problem can be answered in general terms by saying that every one who lives or works in Rocky Mount should be interested in the development of the central area. This would also include those merchants and businessmen who presently have their establishments on the edge of town. The more healthy the central core area of the city is, the greater the number of people that can be expected to go there to shop and do business and in turn the more people who will pass in front of these fringe area stores.

Merchant and Citizen Involvement

To be more specific in answering the "who" question there